



James Martin of The Dalles goes swimming in premiere of ABC's 'Shark Tank'

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ABC

ABC will air a special sneak preview episode of Season Two of its hit reality series, "Shark Tank," SUNDAY, MARCH 20 (9:00-10:00 p.m., ET).

James Martin of The Dalles goes swimming with sharks in the second-season premiere of ABC's **"Shark Tank"** (9 p.m. Sunday). Not real sharks, mind you, just cutthroat business executives who sit in judgment as entrepreneurs bring their ideas for products, companies and services before them.

If the sharks like an idea they hear, they may invest in exchange for equity. Sometimes the sharks even get into bidding wars with each other. On other occasions, hopeful inventors leave the Shark Tank empty-handed.

Seven years ago, Martin founded **Quenett winery** -- it has a tasting room in Hood River and another at **Sunshine Mill** in The Dalles -- and he appears on "Shark Tank" on behalf of his spinoff company that sells "wine by the glass," which translates to "Copa Di Vino" in Italian.

On "Shark Tank," Martin will stare down the sharks, who include Dallas Mavericks owner Mark Cuban, real estate mogul Barbara Corcoran, technology innovator Robert Herjavec, FUBU founder Daymond John and financial expert Kevin O'Leary. (After Sunday's preview, "Shark Tank" moves to its regular time slot, 8 p.m. Fridays.)

In Sunday's episode, filmed last fall, Martin goes to the sharks seeking an investment in Copa Di Vino, which launched last May and is available at Whole Foods, New Seasons and some Fred Meyer locations.

Were you a fan of "Shark Tank" in its first season?

More 'Shark Tank'

Read our coverage of Bend entrepreneur Mark Burginger, who participated in the first season:

I was unaware of it, but we would have people come into our tasting rooms and see the product and say, "You guys should be on 'Shark Tank,'" because it's that kind of an epiphany product. People see it and think, why shouldn't wine be ready to drink like beer or anything else?

Technologically it was a big challenge, but we developed an entire bottling line system way to atmospherically bottle wine.

Bend man dives in the Shark Tank

Bend entrepreneur hopes 'Shark Tank' bites on idea

How did you come to be on the show this season?

Someone must have submitted something to them about us and we got a request from them to submit to be on the show. You do a videotape you send them, and there's a series of questions they want you to answer. It's all about television at that point and how can you convey what you're doing. How interesting is the product? And then there's a series of post-interviews. And finally they sent me a request to be on the show along with a 47-page contract to sign.

What was your prepared pitch?

Just about the product, trying to get the consumer to understand in 30 to 40 seconds what the product is and the advantage to our wine-by-the-glass product, how it can be great at stadiums, at the beach, at places where having wine bottles is complicated and you have to have glasses and a corkscrew and drink four servings at once typically. (I spent) three days at the Sony studios doing preparation and being quizzed by a group so you get the idea of what you're getting into. But nothing prepares you for the Shark Tank.

Were you surprised by the sharks' reactions?

I was second- or third-to-last and the sharks had been beating on people for a week, and I could hear them in the other room just tearing apart this guy (who went before me) and they were eating him alive. So by the time I got in there, there was blood in the water.

How did you feel while in the Shark Tank? Is it as nerve-racking and intense as it can look on TV?

Absolutely. You have five brilliant, intelligent, successful entrepreneurs that are competing with each other to be heard. I would assume there are things that will be edited out but there was some very, very strikingly loud discussions. It's definitely designed to be, "watch this guy sweat it out," and I happened to wear a turtleneck that day. It was 95 degrees outside and I think you'll definitely see me sweating and I think they loved that part for sure.

It was exciting to be there in front of these successful business people and at the same time you have five people firing questions at you, sometimes two or three at once. They definitely want to put you on your toes. Even though a lot of the things they may say you know are completely wrong, you have to make a

decision: Do you diminish your opportunity by arguing with them or just try to let it go?

Without giving away what happens, are you glad you went on the show?

I think after the taping it's natural to be in complete shock because I'm not a television personality so I'm not experienced at that. At first I felt huge emotional regret for what I had gotten myself into, but in the end I know what we're trying to accomplish needs exposure, and the show is a great way to reach a lot of people.

What's next for Copa Di Vino?

We are going to be videotaping our story here and showing that on the website -- **www.copadivino.com** -- giving people an opportunity to hear the behind-the-scenes story of what happened on "Shark Tank" that they didn't see. We're definitely going to explore the entrepreneurial story we have and try to get a following out there interested in the continuing drama of the entrepreneur. It's not a pretty experience. The highs and lows are incredible when you're trying to do what we're trying to do.

-- **Rob Owen**

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Shark Tank

When: 9 p.m.
Sunday; then
moves to 8 p.m.
Fridays

Channel: KATU
(2/ABC)

Website:
abc.go.com/shows/s
-tank